



# Agenda

## **Pagosa Springs Town Tourism Committee**

Tuesday, January 19, 2010

Community Center

4:00pm – 6:00pm

Meeting called by: Bob Hart

Attendees: Voting Members; Daniel Gonzales, Bob Hart, Jon Johnson, Morgan Murri, Angel Preuit, Pam Shoemig, Jim Smith, Keely Whittington

Absent: Larry Fisher

Non Voting Attendees; Jennifer Green, David Mitchem, Mary Jo Coulehan, Patricia Schoffner

Audience Members: Jody Blankenship, Jim McQuiggin, Don Goodwin

Please review: December Minutes, Any committee reports that you receive

Please bring: Agenda, Any Committee reports you feel are needed

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1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – December – Daniel Gonzales motioned to approve, Angel Preuit seconded; all approved
4. Chair Report – Bob Hart – Year-end report
  - a. Chamber of Commerce nomination for TTC member - Jan 31, 2010-Jan 31, 2012 –To be announced during February meeting.
    - i. Chamber will have one vacant seat for one month

- b. Due to business taking Dan Rosenblatt out of town for several months, Dan has decided to resign from the TTC but wishes to remain active on several Committees when he returns to Pagosa.
- c. TTC recommendation to Town Council;
  - i. Lodgers Association Representative -Daniel Gonzales -- Jan 31, 2010-Jan 31, 2012
  - ii. Builders Association Representative - Bob Hart - Jan 31,2010-Jan 31, 2012
  - iii. Town Council will vote on this during their next meeting
  - iv. Move Jon Johnson from Real Estate Association Representative to At Large position - replacing Dan Rosenblatt – Jan 31, 2010 – Jan 31, 2011
    - 1. Motion to approve Jon Johnson as at large member, Daniel Gonzales motioned, Keely Whittington seconded, all approved
      - a. Jim Smith mentioned the Board of Realtors planned to move him to the Board of Realtors seat
    - 2. Motion to move Jim Smith to the Board of Realtor position, Morgan Murri motioned and Daniel Gonzales seconded, all approved
      - a. Board of Realtors to provide letter of recommendation to TTC
  - v. Election of Officers;
    - 1. Chairperson – Jim Smith motions Bob Hart serve as Chairperson, Pam Schoemig seconded, all approved
    - 2. Vice-Chairperson – Daniel Gonzales motions for Morgan Murri to serve as Vice-Chairperson, Jim Smith seconded, all approved
    - 3. Treasurer – Morgan Murri motions to nominate Angel Preuit to serve as Treasurer, Jon Johnson seconded, all approved
    - 4. Secretary – Pam Schoemig motioned to nominate Keely Whittington as Secretary, Jim Smith seconded, all approved
  - vi. Don Goodwin – Executive Director, Archuleta County Education Center
    - 1. Presented overview of video conferencing infrastructure grant they are pursuing for Pagosa Springs to bring educational content into town; leveraging Cisco as technology partner

2. Process of gathering data to put grant application together; grant process is very competitive
  3. \$ 2 million grant – funds hardware and 3 years of programming support
  4. Would like the TTC advocacy and to assist in provide data points to assist in the grant
5. TTC Director Report – Jennie Green
  - a. Officially changed to Director's Report
  - b. Jennie received a phone call last night from Phil Keoghan (Host – Amazing Race); Phil is wrapping up the film about Ride Across America and asked for additional footage of Pagosa; he expressed his interest in returning to Pagosa in the near future
  - c. Events subcommittee - one application that was erroneously not reviewed, but received on time (Chimney Rock); also the Historic Preservation Society asked for 2010 funding this week
    - i. Board determined that Historic Preservation Society cannot be considered, as they missed the deadline for 2010 funding; the application process for 2011 funding will begin in August 2010
6. Treasurers Report – Angel Preuit
  - a. Monthly Town Lodging Receipts report (November)
  - b. Current finances – Jennie Green
    - i. All 2009 budgeted items were paid during fiscal year 2009; therefore the balance carried over from 2009 into 2010 are the actual reserves - \$44,552.49
7. Subcommittee Reports
  - a. Budget – Angel Preuit
    - i. No update
  - b. Fulfillment Package – Jim Smith
    - i. 2011 Visitor Guide RFP review meeting to be held on Thursday Jan 28<sup>th</sup> at 2pm at River Pointe
  - c. Marketing- Keely Whittington

- i. Morgan Murri recommended Keely Whittington
  - ii. TX Monthly, Trip Advisor, website redesign are new 2010 opportunities
  - iii. Subcommittee recommended eliminating Madden Media in 2010
- d. Website- Keely Whittington
  - i. Subcommittee will fall under Marketing now; Keely Whittington will Chair
- e. Events – Daniel Gonzales
  - i. Events subcommittee will meet on Thursday Jan 28<sup>th</sup> at River Pointe Café at 1:30pm to review the Chimney Rock application that was turned in by the deadline, but erroneously not reviewed by the subcommittee during the review cycle
- f. Visitors Center report – Mary Jo Coulehan
  - i. Mary Jo provided 2009 Year End Data reflecting fulfillments and visitor center traffic
  - ii. Nordic Map is being extremely well received still uncertain on the fishing brochure
- g. Special Projects – Jim Smith
  - i. Jim Smith suggested rope tow or chair lift on reservoir hill to get sledders, skiers, etc on the hill in the winter; Jim Smith to speak with David Mitchem, Jim Miller, Tom Carosello and Karin Kohake
- h. Lodging Occupancy Reports – Daniel Gonzales
  - i. Daniel Gonzales to resend recently amended occupancy report
  - ii. David Mitchem suggested we share the 2009 report with the lodgers that have been participating
  - iii. Mary Jo spoke with the new County Finance Director, Diane Sorenson – she is very willing to review county lodgers tax and work within her capacity to collect the dollars that have been missing
- i. Central Reservations – Keely Whittington
  - i. Jennie Green suggested Central Reservations fall under marketing subcommittee , Keely Whittington accepted
  - ii. Keely Whittington stated the Central Reservations System should be virtual for credit card processing

- iii. Reviewed Gateway's numbers sent by Kory
- j. Local Collaboration/ Local PR - Morgan Murri
  - i. Morgan Murri suggested subcommittee be absolved, Morgan felt Jennie was handling all of the tasks originally outlined
- k. Capital Projects – Jon Johnson – Signage and Wayfinding
  - i. Provided Draft Strategic Plan for review and discussion
  - ii. Presenting plan to Town Council and BoCC
  - iii. Please contact Jon Johnson if you have any edits, suggestions, etc.
- l. Trade Shows – Keely Whittington
  - i. Meeting soon to review 2010 trade show schedule
  - ii. Jennie to send out updated subcommittee overview
- 8. Old Business
- 9. New Business
  - a. Establishment of meeting schedule
    - i. In 2009, the meetings were held the 3<sup>rd</sup> Tuesday of the month at 4pm at the Community Center
      - 1. Jon Johnson motioned to hold meeting in 2010 with the same schedule as 2009, on the 3<sup>rd</sup> Tuesday of the month at 4pm at the Community Center, Jim Smith seconded, all approved
  - b. Public Comment
  - c. Any other new business to come before the Committee
    - i. Morgan suggested scheduling retreat for 2010, the TTC will determine a date in April
- 10. Adjournment
  - a. Daniel Gonzales motioned to adjourn, Keely Whittington seconded, all approved